

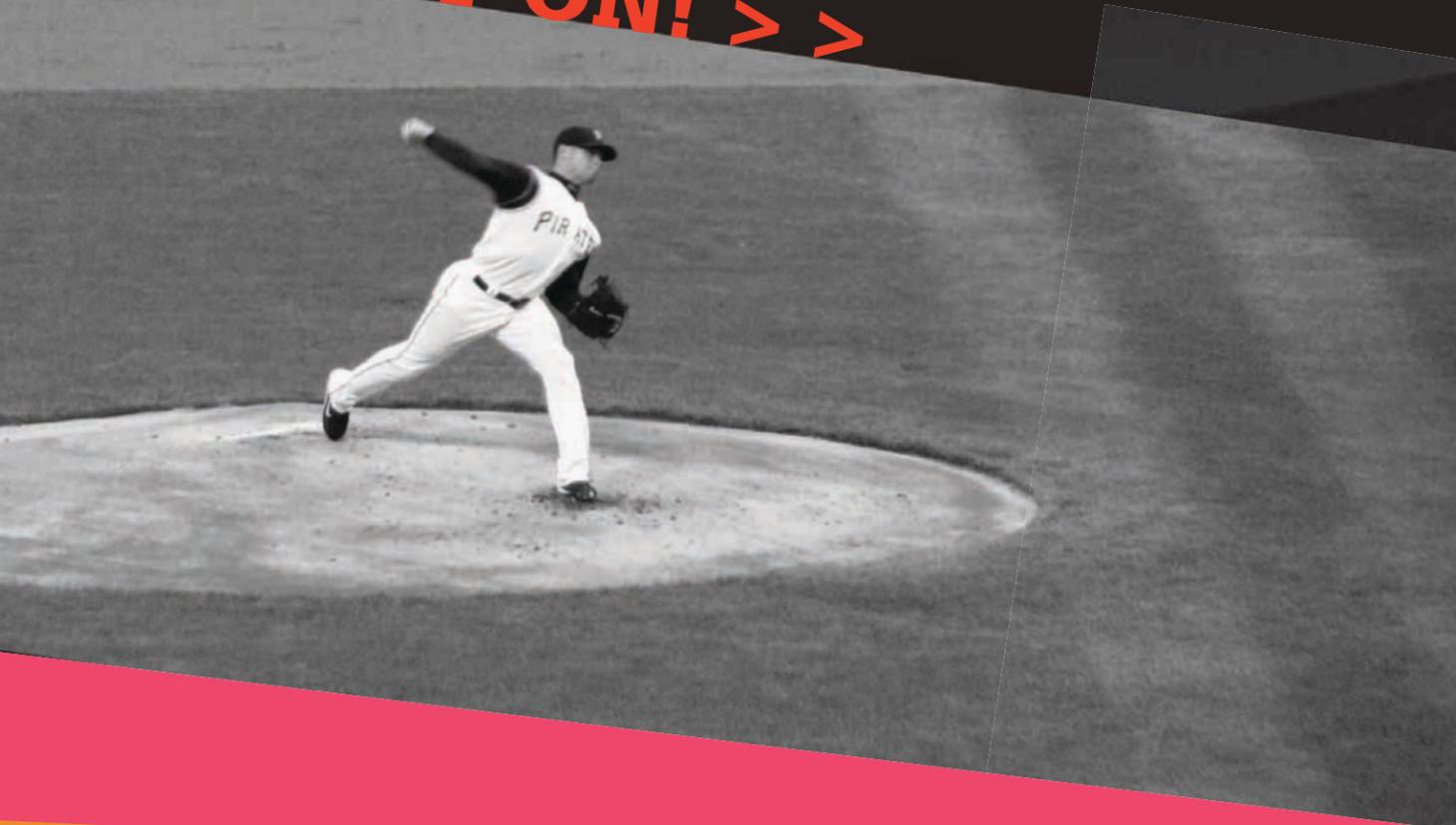


stadium.link

Carnegie Mellon University
School of Design
Professor Shelley Evenson
Graduate Studio II
05.07.07



TURN IT ON! >>



THE SERVICE

THE FUTURE

>>TURN IT ON!

StadiumLink is a cell phone service provided to fans for the purpose of providing an insider's view of the stadium and game. The service connects the fans to the players of the game, the game itself and other fans **both** inside and outside the stadium. For all enthusiasts, whether they be at the game or at home, StadiumLink offers a more intimate way of connecting to your passions.



BEYOND BASEBALL>>

The mutual benefits of Stadium Link for Motorola and its partners are not limited to baseball games. The sponsorship of music events provides the same opportunities for Stadium Link to make money for Motorola.

Musical performance variations on Stadium Link:

- Pre-concert video clips
- Close ups of performers on stage
- Manipulation of the light show by fans
- Post-concert downloads of previously unreleased songs for fans

Stadium Link enables Motorola cell phones to connect people to their passion, no matter where they are.



FEATURES

pre-game video clips
previous highlights, classic games, players to watch

angle view
access to television camera views from different angles

event clipper
clip, send or save the past 30 sec, 3 min or 5 min of game play

digital cheering game
interact electronically with other fans, a "wii of the masses"

video remix
event highlights recorded according to crowd noise levels



THE PLAYERS

THE GAME

IT'S A PARTNERSHIP

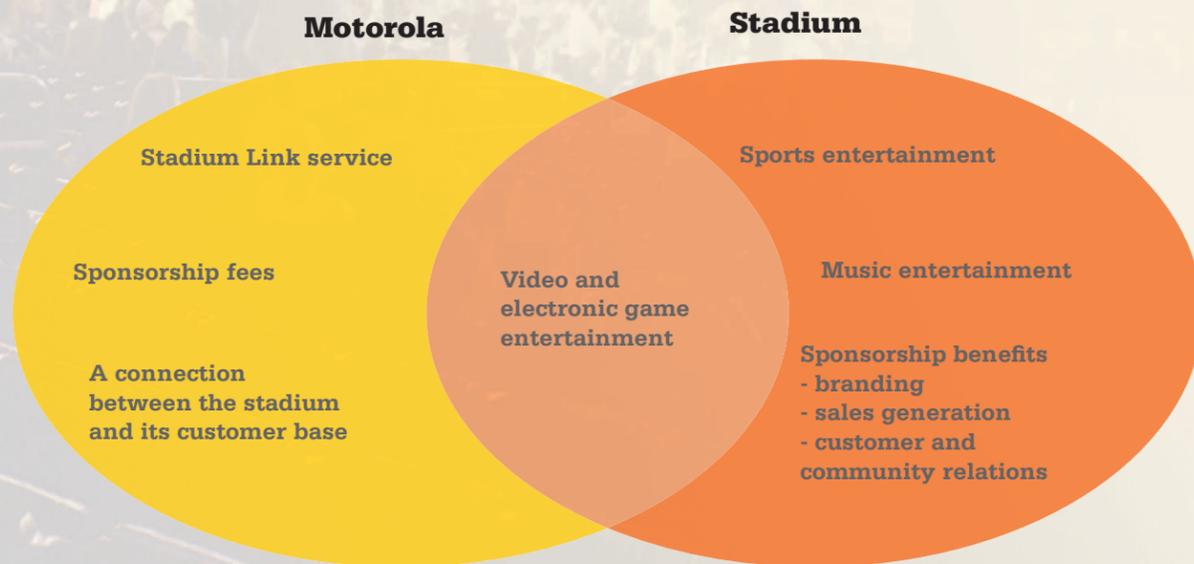
By utilizing a cross-carrier system, Stadium Link allows Motorola to enter into symbiotic partnerships that benefits all partners. Not only will Motorola gain valuable exposure in stadiums, the stadiums will expand their exposure with Motorola's customers.

My problem is how I get PNC Park and the Pirates to stay in people's lives. Our competition is not the Brewers, it's [the local amusement park] and Carnegie Museums.

- Alex Moser, Director of Creative Services PNC Park, Pittsburgh

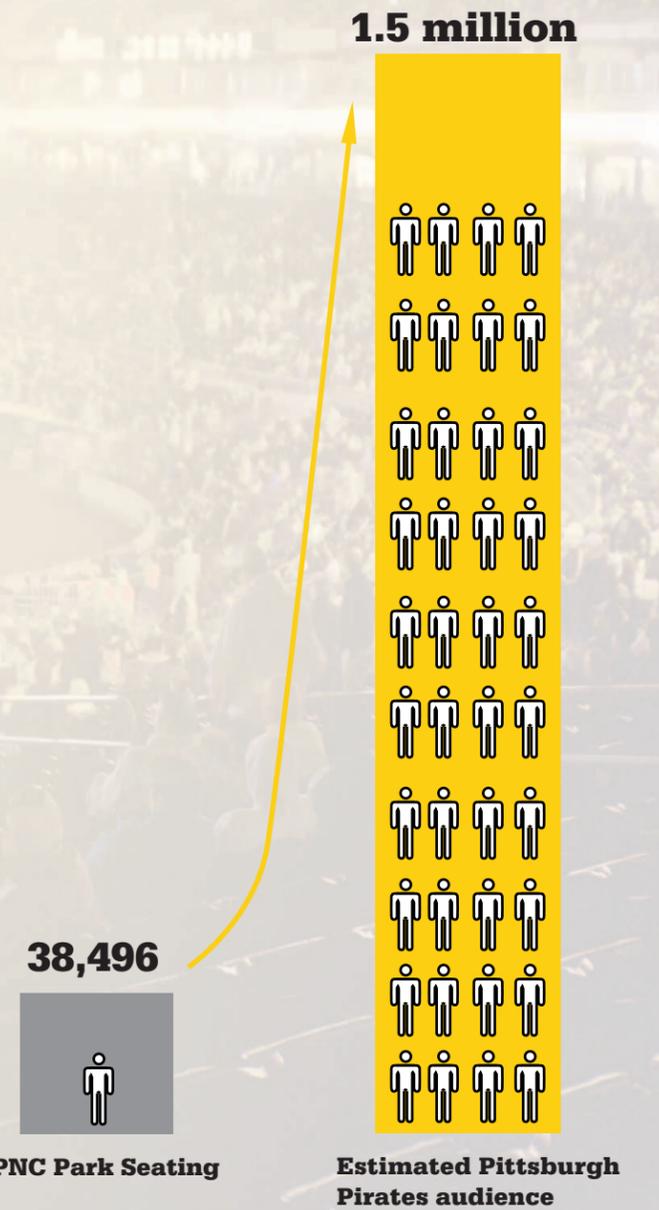
Stadiums throughout the world face a similar problem- they need to keep people interested in their service even after the last pitch has been thrown or the last song has been sung. Stadium Link enables customers to remain connected to Motorola's partners by offering meaningful video content in between events.

What the players provide.



PLAY BALL!

The key to leveraging the passions of a stadium's audience is to enable them to **connect to people who are not at the stadium**, thereby substantially increasing the number of people who can sign-on to the service. Previous examples of stadium based cell-phone services include Anaheim's interactive baseball trivia games and Seattle's in-park fantasy baseball game. Although innovative, these services fail to connect the much larger television viewing audience outside of the stadium. By allowing Stadium Link fans to connect to the game from home, the potential for **exposure to advertising increases approximately 40 fold.**



STATS

HOW IT WORKS

MARKET TRENDS

2005

Rank	Website	%
1	Yahoo!	2.5
2	YAHOO! Mail	2.4
3	Hotmail	2.1
4	Google	2.1
5	ESPN	2.1

2006

Rank	Website	%
1	YAHOO! Mail	3.0
2	Hotmail	2.7
3	ESPN	2.5
4	Google	2.0
5	Hotmail	2.1

Research shows that the viewing of sports video clips is on the rise. Of the top 5 mobile internet websites in 2005, ESPN was number 5 with a 2.1% share. In 2006, ESPN jumped to number 3 with a share of 2.5%.



TOUCHPOINTS

1. Fan A and Fan B sign up for Stadium Link on their cell phones.
2. Before game day, they both receive access to a library of **video clips** relevant to the game.
3. Game day arrives. Fan A goes to the stadium, and Fan B cheers from home.
4. Fan A uses **angle view** to use the cell phone as virtual binoculars to watch a close up.
5. Fan B replays a homerun, and **clips** the scene.
6. Fan A and Fan B participate in a **digital cheering game** on their cell phones to compete for free tickets.
7. After the game, Fan A and Fan B receive a **video remix** of the game containing scenes selected by crowd noise levels.

What the future holds.

- 48% of teenagers would watch a full-length film on their cell phones, indicating that younger generations are not averse to watching video on the cell phone screen. (Parks Associates)
- The mobile TV audience is growing, surging 45% between July and September of 2006. (Parks Associates)
- Although only 19% of phones were TV capable in 2006, analysts predict that 40% of phones will be TV capable by 2010. (Stragety Analytics)

